

Special Session Sponsored By Intermedia

What Top MSPs Have Done To Add An Average Of \$2 Million In NEW Revenue And \$600K+ In Net Profits

(And Continue That Growth In The Next 12 Months)

Presented By:

Robin Robins

www.TechnologyMarketingToolkit.com



What We Are Going To Cover:

- Industry growth metrics and trends from 2020 to 2021 – see how you stack up against your peers.
- What both Marcus Lemonis and Kevin O’Leary said MSPs should be doing RIGHT NOW to secure profitable new customers and recurring revenue.
- What you should be doing to market your business in 2021 to attract the most desirable clients in your marketplace and eliminate price resistance.
- Plus, answers to any questions you have about marketing, social media, selling and closing IT services sales!



Who Is Robin Robins?



- We started working with IT firms in 2002 and have consulted and worked with well over 10,000+ VARs, MSPs and IT services firms.
- Specialize in helping IT services firms implement strategic, media-agnostic sales and marketing systems to get more and better quality clients.
- We run the largest CEO/owner peer group in the industry, with just over 593 members (and over 5,400 active clients/members worldwide).
- Thing I'm Most Proud Of: We have more documented client success stories than any other marketing consultant in this industry, period.



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Check Out These Amazing Increases Achieved By Our Members In The "Better Your Best" Contest

**The "Better Your Best" Finalists
Achieved An Average INCREASE:**

- Revenue up \$2,133,428
- Net Profit up \$546,115
- MRR up \$115,986

Voting Instructions:
Use the Boot Camp app to vote
when instructed to do so at
the end of the presentations.



Michael Bazar - Bazar Solutions

Our business has gone from flat (no growth in 2017 and 2018) to nearly doubling over the next two years. Our margins went from a \$40,000 LOSS in 2017 to almost \$30,000 in PROFIT during 2020. In the middle of a global pandemic, using what we learned from Technology Marketing Toolkit, we added a million dollars in revenue last year.



Ross Brouse - Continuous Networks

After multiple years of losing money, 2020 proved to be the year that set us on course for our future. We increased our Net Profit by over \$1,200,000 and are on track for over \$6,000,000 in highly profitable revenue in 2021. We are well on our way to hitting our 3-year goal of \$12,000,000 in revenue in 2023.



Tom Glover - Responsive Technology Partners

When I finally got onboard with Robin's program in early 2018, I was running a \$600,000 flailing MSP. Just last year, we generated over \$8,100,000 in revenue and are on pace to finish 2021 over \$10,000,000. In 2020 alone, we used Robin's marketing to generate over 950 leads, sit 133 appointments, and onboarded 76 new clients.



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Over the last two years we've nearly doubled our MRR, doubled the size of our team, and the future has never looked brighter. We started 2020 with a record setting \$36k MRR contract and haven't looked back. I am confident we will cover the \$3,000,000 mark this year as a result of doubling down on marketing.



Leah Freiman - ItCon

We went from being ready to close our business a few short years ago to growing 300% in 2020, despite unprecedented personal and professional challenges to overcome. We added over \$1,000,000 to our bottom line (nearly a 1,000% INCREASE) and if I can do it, you can too!

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Did MSPs Grow In 2020?



Averages From Our Producers Club Members

2020 Vs. 2019 Metrics:

Our Typical Client Is An MSP Doing About \$2 Million In Revenue (Range Is \$1 Million To \$10 Million)

- Appointments With NEW Clients **DOWN** 15%
- Gross Revenue **UP** 10%
- MRR **UP** 17%
- Profits (EBITA) **UP** 17%
- Number Of Active Clients **UP** 13%



My **VERY** Top Clients:

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- **\$2,133,428 Increase In Sales**
- **\$646,115 Increase In Net Profits**
- **\$115,986 Increase In MRR**

Download Their Case Studies Here:

www.ToolkitLive.com/intermedia21





BOTH Marcus
Lemonis And
Kevin O'Leary
Agreed On 3
Things...





3 Things They **Agree** On:

- That IT became MORE essential during the shutdowns, which should have fueled growth.
- Spending on IT, particularly in cyber security and remote workforce solutions, is going to RAPIDLY ESCALATE over the next year.
- Marketing your services for new client acquisition is the single most important thing all MSPs should be working on right now.



Not Everyone Had That Kind Of Success...





In 2020, We Saw A
500% Increase In
Small IT Firms
Closing Their Doors

**Why Did They
Not Survive?**



They Had No Business “Strength”

1. Had little or no recurring revenue (break-fix, projects)
2. Had no reliable “money-getting” (marketing) systems in place outside of referrals
3. Lacked a productive list of prospects because they weren’t doing any marketing to build that “farm” of “future clients”
4. Did not have 3+ months of retained earnings (savings) set aside for an emergency; highly leveraged
5. They were burdened with personal and professional debt



What Did The **Winners** Do?



3 Key Things:

- They focused heavily on selling to EXISTING clients to sell additional services (upgraded cyber security solutions, compliance as-a-service, VoIP, managed services) and fuel referrals.
- They focused on selling SECURE remote workforce solutions; an area that will continue to THRIVE in 2021 and beyond.
- They DOUBLED their marketing efforts and investments instead of cutting back; they simply did more digital marketing (webinars, videos, online ads, e-mails and posts).



But **The REAL** Secret To Their Success:

They Had Already Been Doing A Lot Of Marketing PRIOR To The Shutdowns And Were Able To Not Only Withstand Some Losses, But Capitalize On The Opportunities That Became Available





**You Want To Build
Real Business
Strength,
Not Just “Sales”**



At A **Minimum**, Your Business Should:

- Have enough recurring gross margin (not revenue) to cover your “nut” (100% of your operating expenses and salaries) and...
- Be fully capitalized (at least three to four months of operating capital saved for an emergency) and...
- Generate at least 10% pretax profit AFTER a fair market salary is paid to you and all owners (10% is the “new” break-even).
- Have at least 15%-20% YOY growth (10% is standing still).
- Provide your most productive and critical employees upward career growth and earning potential to keep them.
- Diversify your revenue so that no one client represents more than 10% of your total revenue.
- Have 75% or more revenue coming from recurring contracts, not projects.



7 Ways To Build **STRENGTH**, Not Just Sales:

1. Ensure everything you sell has a recurring revenue component.
2. Make sure you charge enough to secure sufficient profits.
3. Get rid of all the “1’s” in your business.
4. Create systems and processes on EVERYTHING critical that reoccurs.
5. Build your “Money Team” (gas pedal), not just operations (overhead).
6. Build your list and the strength of your relationship with it.
7. Set up 3 to 5 Marketing Oil Wells to CONSISTENTLY bring in new clients.





Where Do You Start?



Step 1: Existing Clients

- For your best clients, conduct QBRs/TBRs every quarter or twice a year.
- If they are not on a managed agreement, start there.
- Cross-sell other solutions (phone/communication systems, etc.).
- Upsell advanced cyber-protections, employee training, etc.
- Ask for/fuel referrals.



Why Are We Targeting Existing Clients First?

#1: I've never met an MSP that couldn't generate more sales from existing clients.



Why Are We Targeting Existing Clients First?

#2: The more clients you need to hit your income goal, the more complicated, stressful and problem-riddled your business becomes.



How To Add \$1 Million In Sales:

- At \$300 Per Month = 278 Clients
- At \$500 Per Month = 167 Clients
- At \$1,000 Per Month = 83 Clients
- At \$5,000 Per Month = 17 Clients
- At \$10,000 Per Month = 8 Clients

A Good Question: How can you DOUBLE your sales without adding a single new client?



Step 2: Unconverted Leads

Go **BACK** to unconverted leads and prospects with a “new” offer, ideally things that 1) cut costs, 2) reduce risk, 3) increase productivity/efficiency and/or 4) increase revenue





[An Important Letter To CFOs Frantically Trying To Survive This Economic Crisis:](#)

If Someone Had A Way To Cut Your IT Costs While Increasing Security, Performance And Efficiency, Wouldn't You Want Them To Tell You About It?



July 25th, 2020
From The Desk of: Eric M. Shorr
President, Secure Future Tech Solutions

Bert Lederer
2 Richmond Square, Suite 121
Providence, RI 02906

Dear Bert,

Here's the brutal truth: Due the economic crisis we've all suddenly been plunged into thanks to COVID-19, every CEO is under extreme pressure to find ways to cut costs while continuing to operate.

As you know, IT is essential; but in our experience, most CEOs running companies of your size grossly overpay for IT services and support while simultaneously NOT getting the critical data protection and security they need – and think they are getting – due to the simple fact that IT is the “dark arts” for many CEOs, and therefore they are forced to trust that they are being treated fairly (all too often, they're NOT).

During normal times, overpaying for IT support is a survivable situation; but we are FAR from normal, and every company leader must not only be extremely prudent with overhead and costs, but also HYPER vigilant to protect against a cyber security breach while employees are working remote with home PCs and unprotected networks, which is why I'm writing you today.

My name is Eric M. Shorr, and I'm the Founder and President of Secure Future Tech Solutions, an IT services firm based here in Rhode Island. For the past 28 years we have specialized in affordable and expert outsourced IT and cybersecurity support for businesses. After nearly 3 decades I am proud to say we really understand what keeps you up at night.

I'm So Confident I Can Cut Your IT Costs While Delivering BETTER Service That I Guarantee It

Because I'm confident that we can cut your IT costs while giving you a better service, I'm willing to make you the following good-natured bet:

Important To Note:

This Campaign Plays On The Desire For Operational Efficiency And The Desire To Cut Administrative Costs

You can put this letter on a website and use the offer and concept in another media, such as e-mail, LinkedIn, videos, telemarketing, etc., but direct mail IS working right now, as is telemarketing.





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“This campaign generated 86 leads, 7 appointments and \$52,996 in sales so far, and we’re still working through the opportunities.”

– Eric Shorr, Secure Future Tech





Step #3:

**Double
Down On
Prospecting**

Rules For **Weekly** Prospecting:

- It MUST happen WEEKLY! Trade shows, speaking engagements, ads in publications, endorsed mailings and JV promotions and referrals are GREAT supplements, but don't replace your WEEKLY prospecting quota.
- It MUST be direct, not passive. SEO, newsletters, blog and social media posts (not ads) are more PASSIVE and don't count toward your WEEKLY prospecting quota.
- It MUST have a multimedia component. For every campaign, combine online (e-mail, LinkedIn, retargeting, FB ads, etc.) with offline (direct mail, canvassing, telemarketing).
- It MUST have a compelling OFFER that leads to a "sales event". Specifically, a phone or in-person appointment, seminar/webinar where they will be SOLD something.





If ALL You Did Was ONE Campaign **REALLY WELL** To 25 Prospects A Week, In A Year...

- ✓ You'd have a list of 1,300 QUALIFIED prospects
- ✓ You'd have at least 13-26 appointments (1%-2%)
- ✓ You'd have 3-7 new clients (assuming a 25% close rate)



Here Are The Only Marketing Methods That Aren't *As Productive* Right Now:

- Door-To-Door Canvassing
- Trade Shows (in certain states/areas)
- Networking Events (in certain states/areas)
- Seminars (in certain states/areas)

Everything else is STILL working as well as it was before the shutdowns OR is simply delivering suppressed results.



**Additional Support We
Are Making Available For**

FREE



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